

What is Florida's Digital Transportation Network Strategy?



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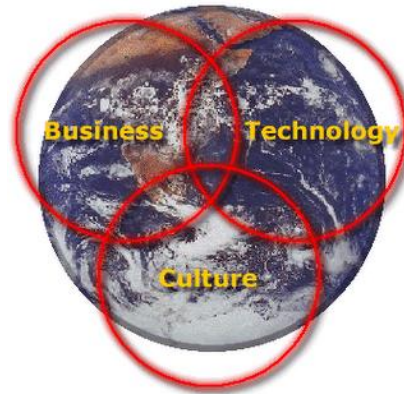
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Why is Business so Uncertain?

Flat



Globalization



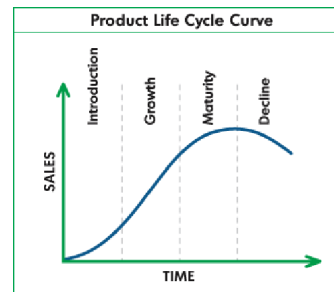
Commoditized



Low Margined



Shorter Lifecycles



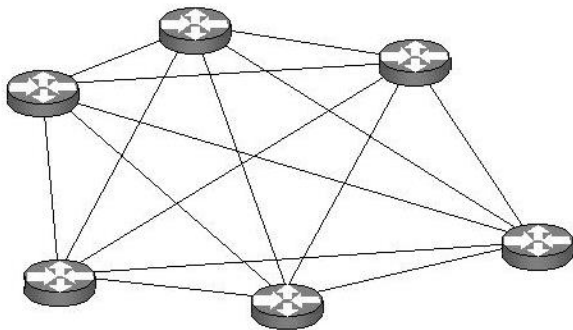
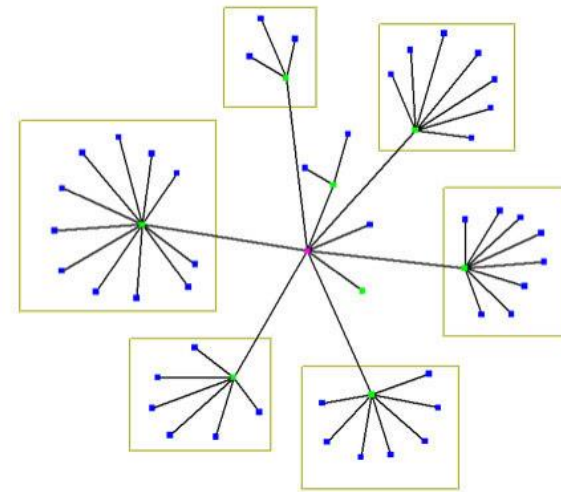
Low Growth



The Hub-and-Spoke Logistics Model is Being Replaced by Point-to-Point Delivery in Urban Areas

Today, **hub-and-spoke** accounts for 99 percent-plus of all deliveries worldwide.

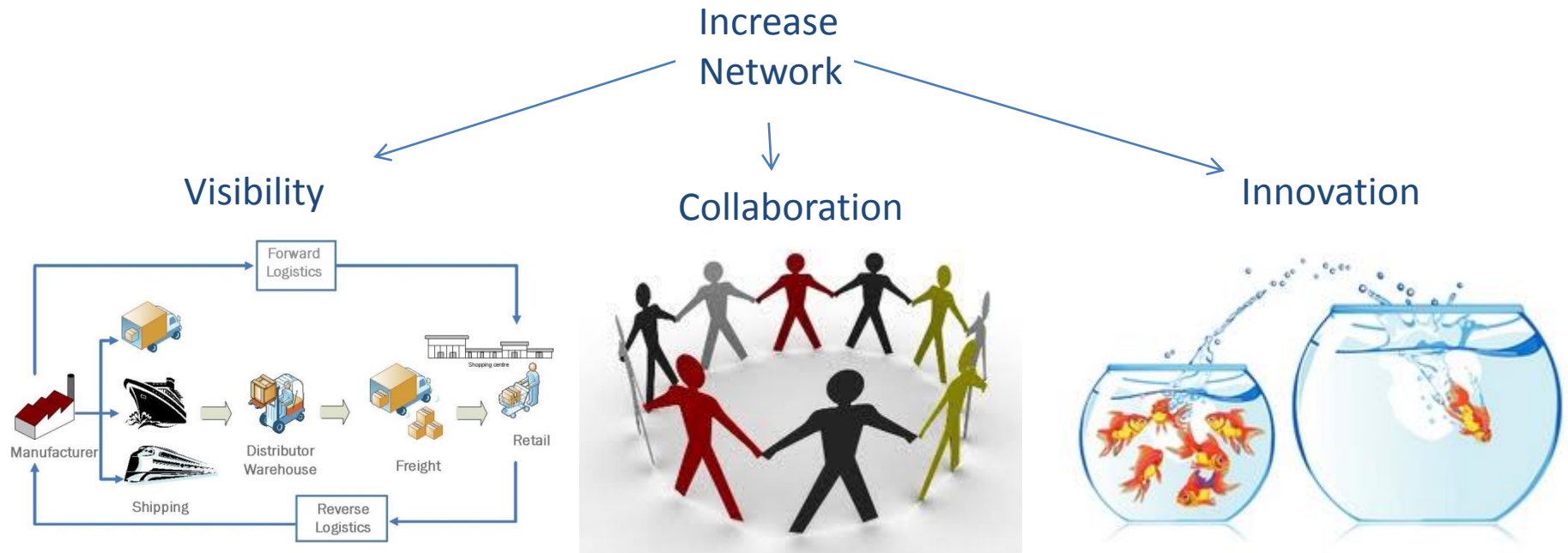
Hub-and-spoke is the dominant logistics model because it is the only **cost-effective way** of sending a package over 10 miles. The downside of hub-and-spoke is that it is not very flexible.



Unlike the hub-and-spoke market which is dominated by UPS and FedEx, the **point-to-point** market is highly fragmented with thousands of local operators.

Point-to-point is a **competitive advantage** for multichannel retailers that can use their shops as local warehouses.

What Can We Do?



Where is the Incentive?

Manufacturing



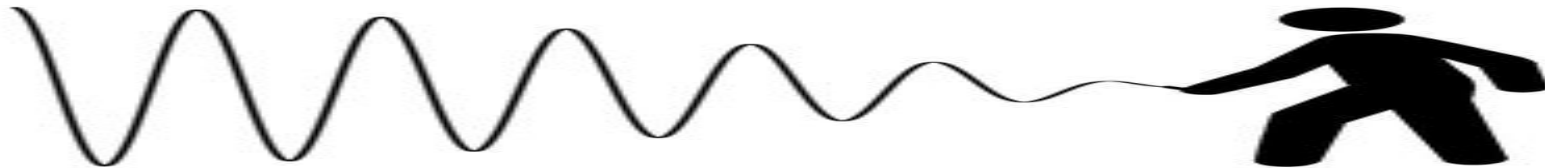
Transport



Distribution



Retail



Lead
Times



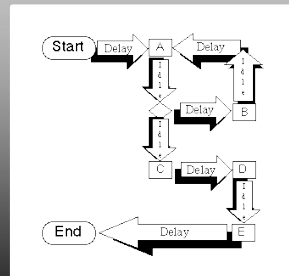
Waste



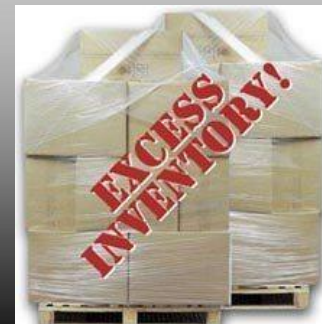
Excess Capacity



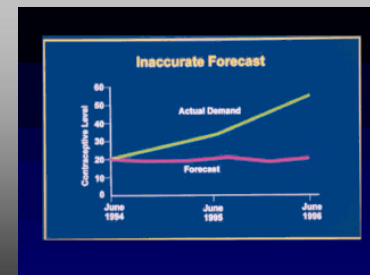
Delays



Excess Inventory



Forecasting



Where has it been done before for a nation?

2005 in Australia. Reduced fresh produce handling steps from **44** to **8**. Reduced waste from 40% to 23%



Simple Cloud Solution



IT Capital
Connecting technology to capital

BUILD YOUR OWN BURGER™

OUR 100% NATURAL FRESHLY GROUND ANGUS BEEF IS RAISED ON A VEGETARIAN DIET WITHOUT HORMONES OR ANTIBIOTICS. BURNER WEIGHS REFLECTED AFTER COOKING. CUSTOM COOKED & WORTH THE WAIT.

THE COUNTER™
(CUSTOM BUILT BURGERS)

STEP #1 Choose a Burger

Beef Burgers Cooked Medium Unless Requested Otherwise

☐ Beef ☐ Turkey ☐ Veggie ☐ Grilled Chicken

Build Your Burger on a Bun

Choose a Size: ☐ 1/3 lb ☐ 2/3 lb ☐ 1 lb

Build Your Burger in a Bowl. Skip Step #3

Choose a Size: ☐ 1/3 lb ☐ 2/3 lb ☐ 1 lb

Served on a Bed of: ☐ Lettuce Blend ☐ Mixed Baby Greens

STEP #2 Choose a Cheese

1 Cheese Included

☐ Danish Blue Cheese ☐ Horseradish Cheddar ☐ Sharp Provolone
☐ Greek Feta ☐ Imported Swiss ☐ Tillamook Cheddar
☐ Gruyère ☐ Jalapeño Jack ☐ Yellow American
☐ Herb Goat Cheese Spread

STEP #3 Choose Up to 4 Toppings

4 Toppings Included

☐ Bermuda Red Onion ☐ Grilled Pineapple ☐ Roasted Corn & Black Bean Salsa
☐ Black Olives ☐ Hard Boiled Eggs ☐ Roasted Red Peppers
☐ Carrot Strings ☐ Jalapeños ☐ Scallions
☐ Dill Pickle Chips ☐ Lettuce Blend ☐ Spicy Pepperoncini
☐ Dried Cranberries ☐ Mixed Baby Greens ☐ Sprouts
☐ Grilled Onions ☐ Roasted Chiles ☐ Tomatoes

STEP #3.5 Premium Toppings

☐ Topping of the Month ☐ Fried Egg ☐ Honey Cured Bacon
☐ Avocado ☐ Fried Onion Strings ☐ Sautéed Mushrooms
☐ Black Forest Ham ☐ Homemade Guacamole ☐ Sun-Dried Tomatoes
☐ Chili

STEP #4 Choose a Sauce

1 Sauce Included

☐ Sauce of the Month ☐ Honey Mustard ☐ Roasted Garlic Aioli
☐ Apricot Sauce ☐ Horseradish Mayo ☐ Russian Dressing
☐ Caramelized Onion Marmalade ☐ Mayonnaise ☐ Southwest Caesar
☐ Country Buttermilk Ranch ☐ Peanut Sauce ☐ Spicy Sour Cream
☐ Dijon Balsamic Dressing ☐ Peppercorn Steak Sauce ☐ Sun-Dried Tomato Vinaigrette
☐ Ginger Soy Glaze ☐ Red Relish ☐ Sweet BBQ Sauce

STEP #5 Choose a Bun

Burger in a Bowl, Skip Step #3

☐ English Muffin ☐ Hamburger Bun ☐ Honey Wheat Bun

Build Your Own Network

Cloud Process Utility

Generic Functions

Supply	Distribution Centres	Transport	Service Provision	Retail
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Step One

Choose Business Category

<input type="checkbox"/> Consumer Electrical	<input type="checkbox"/> Furniture	<input type="checkbox"/> Consumer Electronics	<input type="checkbox"/> Office Supplies	<input type="checkbox"/> Grocery
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Step Two

Choose Product Class

<input type="checkbox"/> Audio	<input type="checkbox"/> Lounge	<input type="checkbox"/> Computers	<input type="checkbox"/> Stationary	<input type="checkbox"/> Fresh Produce
<input type="checkbox"/> Visual	<input type="checkbox"/> Dining	<input type="checkbox"/> Cameras	<input type="checkbox"/> Printing	<input type="checkbox"/> Dairy
	<input type="checkbox"/> Bedroom	<input type="checkbox"/> Phones		<input type="checkbox"/> Bakery
	<input type="checkbox"/> Outdoor			<input type="checkbox"/> Organic

Step Three

Register Participants

<input type="checkbox"/> Suppliers	<input type="checkbox"/> Distribution Centres	<input type="checkbox"/> Carriers	<input type="checkbox"/> Service Providers	<input type="checkbox"/> Retailers
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Step Four

Suppliers Choose Products

<input type="checkbox"/> Category	<input type="checkbox"/> Classes	<input type="checkbox"/> Products
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Step Five

Suppliers Choose D/C's, Warehouses

<input type="checkbox"/> Warehouse	<input type="checkbox"/> Service Area	<input type="checkbox"/> Availability
<input type="checkbox"/> Category	<input type="checkbox"/> Classes	<input type="checkbox"/> Products

Step Six

Suppliers Selectively Publish Products

<input type="checkbox"/> Category	<input type="checkbox"/> Class	<input type="checkbox"/> D / C	<input type="checkbox"/> Retailers
<input type="checkbox"/> Service Area	<input type="checkbox"/> Availability	<input type="checkbox"/> Lead Times	<input type="checkbox"/> Price

Step Seven

Carriers Selectively Publish Capabilities, & Capacities

<input type="checkbox"/> Category	<input type="checkbox"/> Class	<input type="checkbox"/> D / C	<input type="checkbox"/> Retailers
<input type="checkbox"/> Service Area	<input type="checkbox"/> Availability	<input type="checkbox"/> Lead Times	<input type="checkbox"/> Price

Step Eight

Service Providers Selectively Publish Capabilities, & Capacities

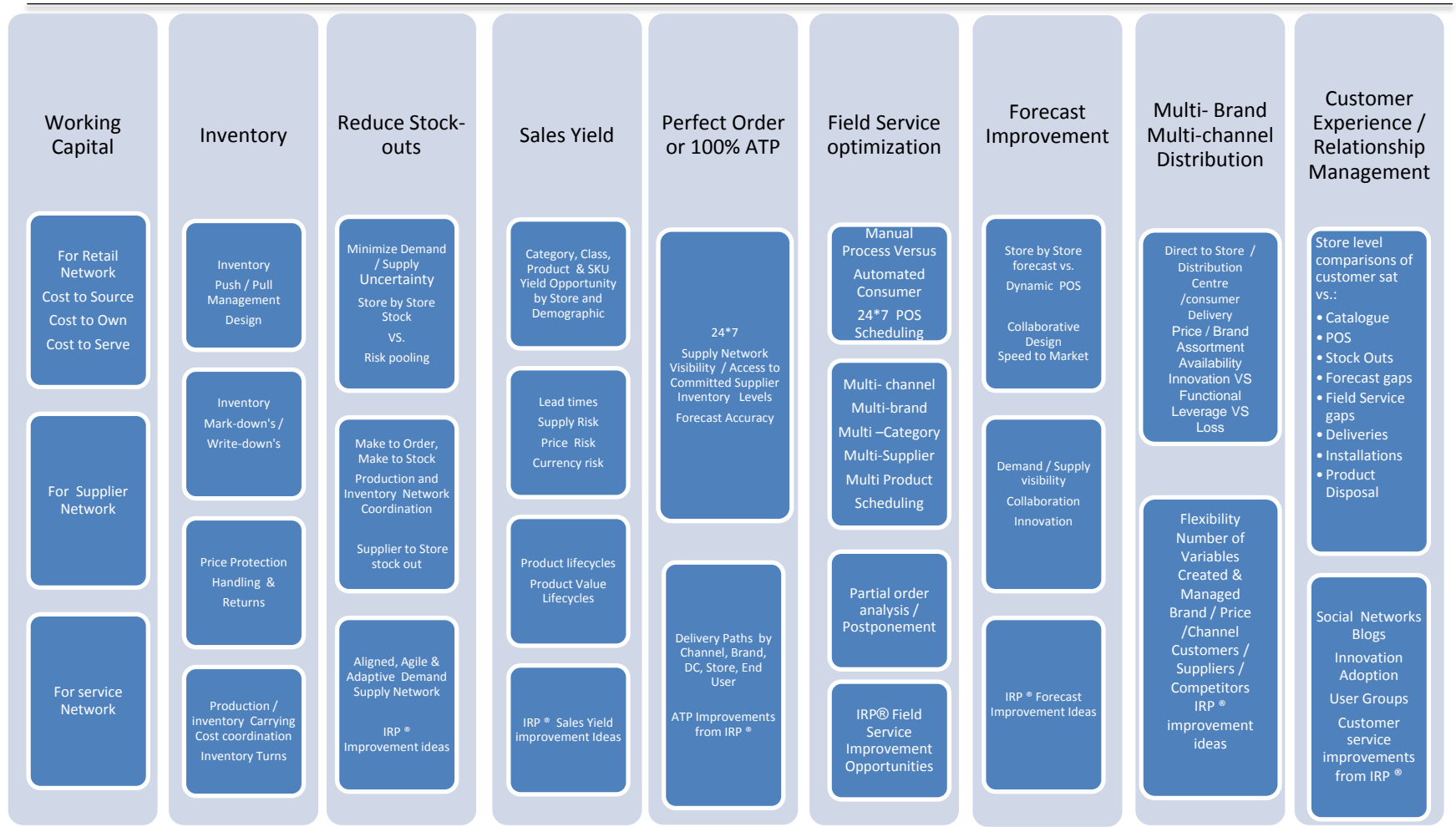
<input type="checkbox"/> Category	<input type="checkbox"/> Class	<input type="checkbox"/> D / C	<input type="checkbox"/> Retailers
<input type="checkbox"/> Service Area	<input type="checkbox"/> Availability	<input type="checkbox"/> Lead Times	<input type="checkbox"/> Price

Step Nine

Retailers Selectively Subscribe

<input type="checkbox"/> Category	<input type="checkbox"/> Class	<input type="checkbox"/> Products	<input type="checkbox"/> Suppliers	<input type="checkbox"/> Carriers
<input type="checkbox"/> Service Providers	<input type="checkbox"/> Channel	<input type="checkbox"/> Brand	<input type="checkbox"/> Stores	<input type="checkbox"/> Service Area
<input type="checkbox"/> Availability	<input type="checkbox"/> Price			

How to Reap the Rewards



Putting It All Together, Florida's Digital Transportation Network augmenting the physical network

